Ismaila Lateef

SHOPIFY LANDING PAGE DESIGNER & DEVELOPER

lateefola5714@gmail.com • +234 903 554 7345 • Lagos, Nigeria (works remotely with brands in the US, UK, Canada and Europe)
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PROFILE

Shopify designer and developer who builds product pages, landing pages, listicles, advertorials and quizzes for DTC brands, mainly supplements, skincare and sleep.
I design in Figma with conversion principles built in, then build in Replo, GemPages or custom-coded Shopify sections that the client's team can edit in the theme editor.

EXPERIENCE

Shopify Designer & Developer
2019 - Present

Freelance

EDUCATION

B.Tech in Computer Science
Federal University of Technology, Akure (FUTA)

SKILLS

Frameworks & Libraries	Shopify (Liquid, theme editor, custom sections) · Replo · GemPages
Design & UX	Figma · Shopify product page design and build, desktop and mobile · Landing pages, listicles and advertorials · Product quizzes built into Shopify pages · Amazon storefront design and listing images · Editable, theme-editor-ready sections so client teams can update copy and images
Programming Languages	HTML/CSS/JavaScript
Marketing & Business	Conversion copywriting and offer writing
Other	AI design and copy tools · Full Shopify store design and custom-coded stores (Liquid, sections, backend setup)

PROJECTS

Nutravea & True North Protein (Canada), Nov 2026

- desktop and mobile product page templates for both brands, handed to their developer

Reunoa, Nov 2026

- sales page built on their Shopify store as custom-coded sections, fully editable in the theme editor

Maventostore, Nov 2026

- product page redesign for a probiotics and enzymes supplement kit

Innovation Laboratories (FollicleX), Nov 2026

- product page for a peptide hair serum

Haloven, Oct 2026

- product page redesign for chlorophyll gummies

BONK Golf, Oct 2026

- hat-finder quiz live under Add to Cart on every product page, plus homepage work

Mellow Sleep, 2026

- comforter quiz built in Replo, plus landing pages, listicles and advertorials

PORTFOLIO

codepen.io/Lateef-Ola/full/WbGqwWN, behance.net/Lateef-ola, Contra: Ismaila Lateef